



Milton Economic Development Committee
Meeting Minutes – 6-12-2014
WBOC Conference Room - 5:30 PM
1 The Square, Milton

1. The meeting came to order at about 5:33 PM. Bob Howard chaired the meeting.
2. The following people were in attendance:
Committee Members:
 - Bob Blayney
 - Mike Clark
 - Steve Crawford
 - Jim Crellin
 - Alex Donnan
 - Bob Howard
 - Tom Jones
 - John Collier – Council liaison to the EDC
3. The agenda was agreed to as published.
4. The minutes of the 5/12/14 meeting were approved.
5. Announcements -
 - Bob Blayney reported that the Shakespeare in the Park event will not be held this year.
 - John Collier reported that the application for the proposed shopping center mall on RT1 and Cave Neck Road has been withdrawn.
 - Jim Crellin announced that meals bought at Abbott's Grill on July 1st will support the Milton Farmers Market. So he encouraged the EDC to get out the word.
7. Old Business:
 - 7.1 Review of Action Items from 5/12 meeting – Action items were either completed or are discussed further under old business agenda items.
 - 7.2 Signage Project Status – Alex Donnan reported that he is working with Rick Tracy to move this project forward. Alex presented several sign designs that are being considered that include a brown 'Historic Milton' destination arrows signs and specific attraction signs. Alex is working the issue of which signs will go where. After this issue is resolved, it will take approximately 6 weeks to get the signs made. Alex also said that not all the funding will be used for the proposed signage so there is an opportunity for additional signage activity.

He also reported that a 'Welcome to Milton' sign was uncovered at Rogers Signs and that Council Woman, Kristen Patterson, is willing to allow the sign to be put on their medical facility property located at near the entrance to town on Federal Street. Need to figure out who and how the sign will be installed.

Alex will be presenting the status of the signage project to Council at their next meeting seeking approval. The EDC authorized Alex to finalize the list of DELDOT signs and their content with DELDOT, present the package to the Town Council and then to complete the expenditure authorization forms for the town to purchase the signs with the budgeted funds.

7.3 Mural Project – Steve Crawford reported that there was a second planning meeting that included Russ McCabe, Barry Goodinson, Lynn Rogers and Bill Patterson. After input from Russ as to what the most important historical aspect of the town is, we decided to pursue a mural depicting a schooner ship in full sail that was built in Milton as the main focal point of the mural. Lynn will provide a mock up of the mural for the next planning meeting that will be shared with the EDC at our next meeting.

Steve has also reached out the Downtown Delaware organization for identification of funding sources.

7.4 Revision of the Town's Comprehensive Plan – Bob Howard reported that he has attended these planning meetings and is concerned with how to involve the EDC to provide input for this activity. With John Collier's input, we came to the conclusion that providing EDC input after seeing the first draft of the Comp Plan was the process we will follow. That is not to say that each EDC member cannot provide his or her own input prior to having a draft available.

Bob also reported that there will be a series of 14 Comp Plan meetings each dealing with an individual subject. These will provide the community with the opportunity to provide input on a variety of subjects important to the Plan. The June 25th meeting will be for a discussion on town core values.

In addition, the Planning and Zoning Committee is thinking about sending out a survey to town residences to get input for the Plan.

7.5 EDC Advertising – Steve Crawford reported that due to scheduling conflicts, he will be working with Linda Newton to develop a mock-up. He has talked to Janet Turner and she will allow us use her photo Milton collection for the ads if we give her credit.

7.6 Shop Local – Steve Crawford said that this program lends itself to a Chamber of Commerce initiative, as it requires coordination and advertising by local merchants. Mike Clark said that Lisa Sumstine, Executive Director of the Chamber of Commerce, is working and considering several initiatives for our local merchants. At this point, the EDC will defer to the Chamber on this subject.

7.7 Event Coordination Workshop - Bob Howard and Bob Blayney reported that this effort has not happened and there does not appear to be an overriding need for it. Mike

Clark and Tom Jones reported that as events are planned, each of the event sponsors gets volunteer help for other event sponsors. This appears to be a closed issue.

7.8 Business recruitment for the Town Center - Bob Howard had nothing new to report at this time.

8. New Business Discussion

8.1 EDC Organization Structure – Bob Howard reported that after a discussion with Mayor Jones and Councilman Collier, he was proposing to streamline the EDC structure by allowing the four businessmen on the EDC, Tom Jones, Mark Carter, Richard Reed and Glenn Howard, to be an advisory subcommittee to the EDC. This would allow these individuals to remain on the EDC but would not require them to come to every meeting. This would allow the EDC to reduce the number of attendees required to have a quorum for a meeting.

After much discussion, which emphasized the importance of keeping the four businessmen on the EDC for their valuable input and direction, the EDC decided to approve this change. Bob Howard will draft a letter to Mayor Jones requesting official approval of this change in the EDC.

8.2 July 4th Celebration Participation – Bob Howard reported that in discussions with Mayor Jones, he thought that providing a ‘dunk tank’ for the celebration would be a good idea. The Committee agreed. There is money in the EDC budget to support securing the tank and a \$100 sponsorship. Bob will order the dunk tank, complete the expenditure request forms for the tank and the sponsorship and submit them to the town clerk as well as contact Michela Coffaro to help with lining up ‘dunkees’.

8.3 Delaware Downtown Development Districts – Now that the HB 191 has passed, we discussed the applicability for Milton. As understood, the bill requires an 80% private/town commitment with the state funding 20%. This funding commitment requirement may present challenges for the building owners and town. Therefore, it was suggested that Milton not attempt to be first town for this initial effort.

8.4 Proposal for Part-time Town Media Person – Steve Crawford has written a proposal for a town part-time media person to coordinate town focused advertising and social media. At this meeting, he presented the proposal and asked the attendees if this is something that has merit and worth spending more time on. Committee members thought the proposal has merit but requires cost/benefit information before presenting to the Council. Steve will work to develop this information.

The next meeting is scheduled for **Thursday July 17th at 5:30** in the WBOC Conference Room.

9. Adjournment – The meeting was adjourned at approximately 7:55PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 6-12-14 Meeting

- **Alex Donnan – Current activities and status of Signage Project-** Alex will finalize the list of DELDOT signs and their content with DELDOT, present the package to the Town Council and then to complete the expenditure authorization forms for the town to purchase the signs with the budgeted funds.
- **Steve Crawford – Current activities and status of mural project**
- **Steve Crawford – Status of EDC advertising options to support events that take place in Town; work to get mock-up created**
- **Bob Howard – Status of business recruitment for the Town Center**
- Bob Howard will order the dunk tank, complete the expenditure request forms for the tank and the sponsorship and submit them tot the town clerk as well as contact Michela Coffaro to help with lining up ‘dunkees’.
- **Steve Crawford – Work to develop cost/benefit information to support the media person proposal**